



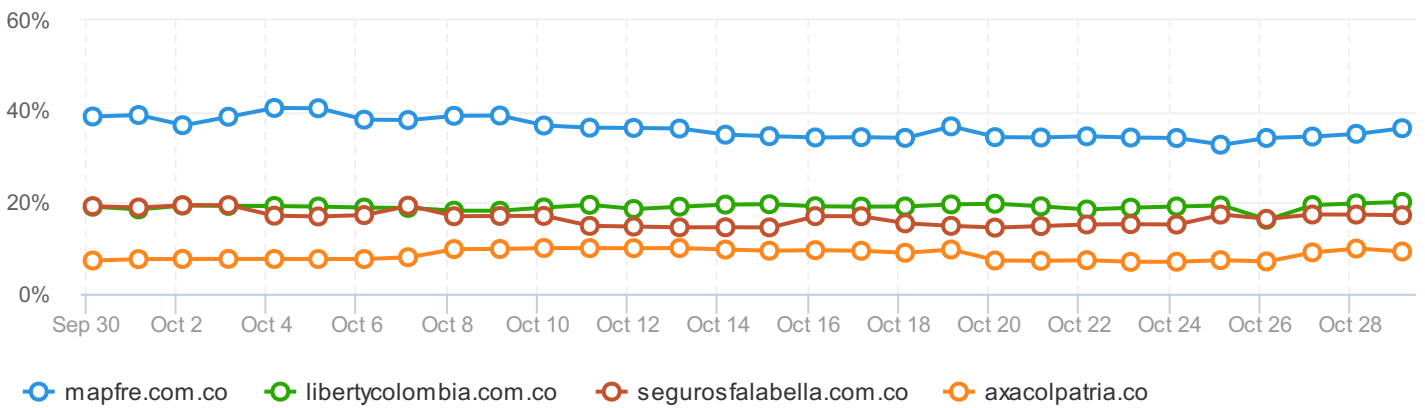
Position Tracking: Overview & Competitors Discovery (MAPFRE Colombia)

MAPFRE Colombia

Position Tracking: Overview (organic)

Campaign: Mapfre Colombia
Tracking URL: mapfre.com.co
Location: Colombia
Device: desktop
Number of keywords: 34
Date range: 23 Oct 17 - 29 Oct 17
Tags: none
Filters: none
Local pack: Include local pack rankings
Top stories: Exclude top stories rankings
Blacklist: aig.com.co, segurosexito.com
Depth: 10

Visibility


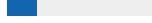
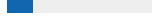
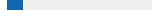


Rankings Distribution




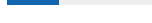

Domain	Visibility	Change
mapfre.com.co	36.33%	-2.57%
suraenlinea.com	22.26%	0.30%
libertycolombia.com.co	20.15%	1.04%
segurosfalabella.com.co	17.24%	-1.98%
axacolpatria.co	9.28%	1.97%

Rankings in Top 3






Domain	Keywords	New	Improved	Lost	Declined
mapfre.com.co	13	0	0	1	1

Domain	Keywords	New	Improved	Lost	Declined
suraenlinea.com	10 	0	3	0	1
segurosfalabella.com.co	7 	0	1	2	1
libertycolombia.com.co	6 	1	2	3	0
axacolpatia.co	4 	2	0	0	2





Rankings in Top 10

Domain	Keywords	New	Improved	Lost	Declined
libertycolombia.com.co	25 	1	7	0	10
mapfre.com.co	24 	0	3	1	4
segurosfalabella.com.co	19 	1	6	0	5
axacolpatia.co	12 	2	3	3	3
suraenlinea.com	11 	0	3	1	2

Rankings in Top 20

Domain	Keywords	New	Improved	Lost	Declined
mapfre.com.co	27 	0	3	0	7
libertycolombia.com.co	27 	1	8	0	11
segurosfalabella.com.co	21 	1	7	0	6
axacolpatia.co	21 	1	7	1	9
suraenlinea.com	13 	0	3	0	4

Rankings in Top 100

Domain	Keywords	New	Improved	Lost	Declined
mapfre.com.co	30 	0	5	0	8
libertycolombia.com.co	30 	0	11	0	12
axacolpatia.co	28 	0	11	0	13
segurosfalabella.com.co	22 	0	8	0	7
suraenlinea.com	15 	0	5	0	4

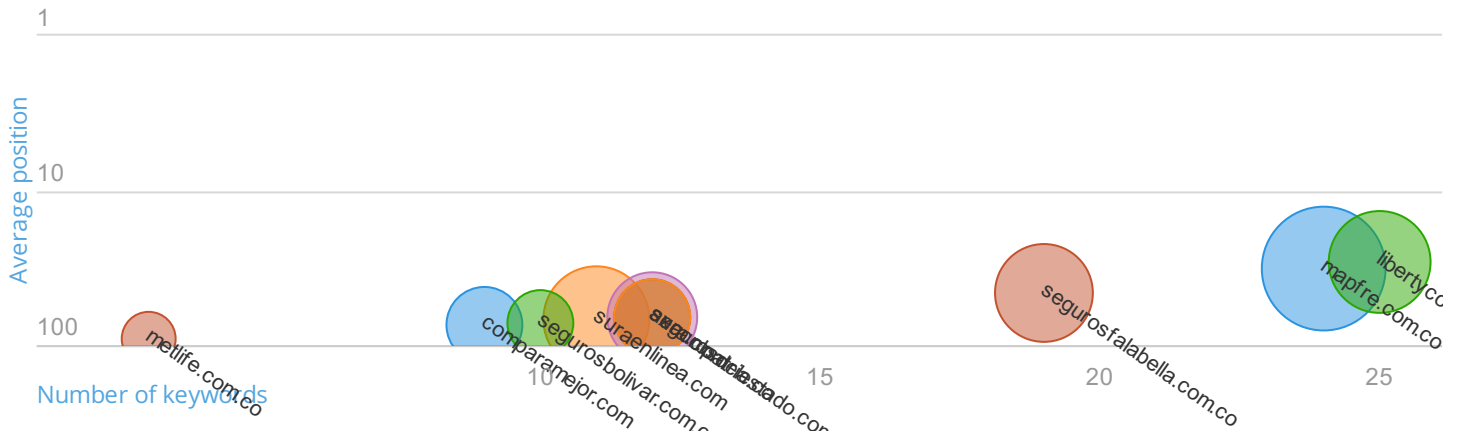
Keyword Rankings 1 - 34 (34)

Keyword	SERP Features	mapfre.com.co		libertycolombia.com.co		segurosfalabella.com.co		axacolpatría.co		CPC	Volume
		29 Oct ▲	Diff	29 Oct	Diff	29 Oct	Diff	29 Oct	Diff		
1. seguro de vivienda	★	1	0	2	+1	5	+1	3	+2	0.40	90
2. seguros para negocios	★ ▶	1	0	4	-1		-	3	-1	0.27	30
3. seguros agropecuarios	📄 ★	1	0	4	+94		-		-	n/a	10
4. seguros de salud		1	0	5	-1	3	0	8	+3	0.97	320
5. seguros para empresas	▶ 👑 📄	1 👑	0	4	-1		-	6	0	0.37	70
6. seguros de vida	📄 ★ ▶	1	0	5	+2	2	+1	14	+3	0.39	2,400
7. seguros de ahorro	?	1	0		-		-	50	-19	n/a	10
8. seguro exequial		1	0	4	+1	3	0		-	0.49	320
9. seguros de accidentes	★ ▶ 📄	1	0	4	-1	18	-7	3	-1	0.74	110
10. seguros de hogar	★	1	0	2	0	4	-1	6	-1	0.39	110
11. seguro estudiantil		2	0	7	-1		-	64	-29	0.76	260
12. polizas de salud	📄 ★	3	0	4	0	10	0	6	0	0.59	110
13. poliza de seguro de vida	★ ▶	3	-2	2	+2	37	-15	22	+4	0.54	90
14. seguros para vehiculos	★ 👑	4	-2	7	-1	3	-2	11	-1	2.25	720
15. seguro de transporte	📄 ★ ▶	5	0	1	0		-	17	+12	0.63	140
16. seguros para autos	★ 📄	5	0	1	0	6	+1	10	0	1.78	320
17. cotizacion seguro vehiculo		6	+1	5	-1	1	0	17	+2	2.67	320
18. cotizar seguro automovil	★	6	0	4	0	1	0	28	-9	2.50	90
19. seguros de pensiones	📄 ★	7	-1		-		-		-	0.07	50
20. seguros	★ 📄 📄	7	+1	11	+2	9	-2	1	+3	0.82	6,600
21. seguro para carros	▶ 📄	7	0	4	+1	5	-1	15	-5	1.63	880
22. cotizar seguro	📄 ★ 📄	8	+2	4	+1	1	0	16	-1	2.25	170
23. poliza de cumplimiento	▶	9	-1	2	+1		-	4	0	0.38	880
24. seguros en linea	📄	10	0	7	-2	5	+3	55	+4	0.99	70
25. seguro médico internacional	📄 ★ 📄	11	-2	41	-20		-	37	-15	2.57	1,300

Keyword	SERP Features	mapfre.com.co		libertycolombia.com.co		segurosfalabella.com.co		axacolpatria.co		CPC	Volume
		29 Oct ▲	Diff	29 Oct	Diff	29 Oct	Diff	29 Oct	Diff		
		26. seguro soat		12	-1	7	0	6	+4		
27. soat		15	-2	10	-1	16	+21	6	+1	0.22	22,200
28. cotizar seguro moto		58	+16	5	-1	4	-2	13	-3	0.76	90
29. seguro soat moto		69	-6	14	-2	8	+1	16	-3	0.15	140
30. seguro para motos		77	+16	4	0	5	0	12	-1	0.26	2,900
31. precio seguro moto			-	21	+7	9	+3		-	0.51	390
32. seguros mercantil			-		-		-		-	n/a	140
33. seguro de accidentes de trabajo			-	25	+36		-	27	+14	n/a	10
34. fondo de pensiones			-		-		-		-	0.60	8,100







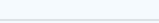
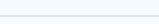
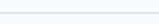
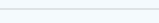
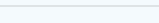




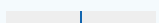
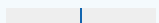
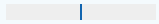
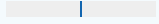
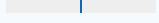
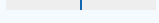
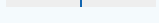
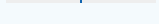

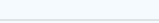
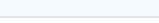

Position Tracking: Competitors discovery (organic)

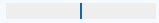
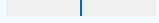
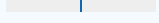
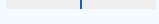
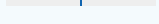
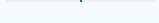

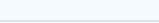
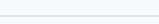
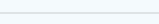
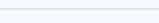
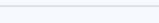
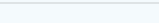



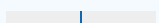

Competition map



Competitors Discovery

Domain	Visibility ▼	Keywords	Avg. position
1 mapfre.com.co		24	32.117647±43
2 suraenlinea.com		11	68.235294±45
3 libertycolombia.com.co		25	29.647059±42
4 segurosfalabella.com.co		19	46.764706±47

Domain	Visibility ▼	Keywords	Avg. position
5 sura.com		12	66.235294±45
6 axacolpatría.co		12	66.617647±45
7 comparamejor.com		9	74.794118±42
8 segurosdelestado.com		12	66.911765±44
9 segurosbolivar.com.co		10	72.647059±42
10 metlife.com.co		3	91.382353±27
11 segurossura.com.co		8	78.088235±39
12 mapfre.es		7	80.588235±38
13 porvenir.com.co		2	94.411765±22
14 soatsura.com		2	94.411765±22
15 laequidadseguros.coop		7	80.764706±37
16 segurosmercantil.com		1	97.088235±16
17 dt.gob.cl		1	97.088235±16
18 segurosmedicosinternacionales.com.co		1	97.088235±16
19 grupobancolombia.com		7	80.735294±37
20 comparaonline.com.co		4	88.764706±30
21 tarifas.info		3	91.529412±27
22 oldmutual.com.co		3	91.588235±27
23 positiva.gov.co		3	91.676471±26
24 fasecolda.com		3	91.705882±26
25 soat-falabella.com.co		3	91.647059±26
26 allianz.co		3	91.735294±26
27 proteccion.com		2	94.470588±22
28 libertyseguros.es		2	94.382353±22
29 eafit.edu.co		1	97.117647±16
30 mercantilsf.com		1	97.117647±16
31 globalseguroscolombia.com		1	97.117647±16
32 finagro.com.co		1	97.117647±16

Domain	Visibility ▼	Keywords	Avg. position
33 larepublica.co		1	97.117647±16
34 allianzworldwidecare.com		1	97.117647±16
35 eltiempo.com		2	94.411765±22
36 tuseguro.com		3	91.823529±26
37 codensa.com.co		4	89.323529±29
38 segurosmundial.com.co		2	94.441176±22
39 wikipedia.org		2	94.529412±21
40 allianz.es		2	94.529412±21
41 dinero.com		2	94.470588±22
42 assistcard.com		1	97.147059±16
43 ens.org.co		1	97.147059±16
44 minagricultura.gov.co		1	97.147059±16
45 ist.cl		1	97.176471±16
46 aseguradorasolidaria.com.co		1	97.176471±16
47 aseguratuviaje.com.co		1	97.176471±16
48 colfondos.com.co		1	97.176471±16
49 finanzaspersonales.co		2	94.529412±21
50 mapfre.com.mx		2	94.558824±21

Winners & Losers

Domain	Visibility ▼
1 metlife.com.co	2.480608
2 porvenir.com.co	2.415966
3 suraenlinea.com	2.399806
4 axacolpatria.co	2.375566
5 segurosfalabella.com.co	2.020039
6 mapfre.com.co	1.906917
7 segurossura.com.co	1.325145
8 libertycolombia.com.co	1.203943

	Domain	Visibility ▼
9	laequidadseguros.coop	0.921138
10	grupobancolombia.com	0.557531
11	codensa.com.co	0.420168
12	segurosbolivar.com.co	0.371687
13	aseguratuviaje.com.co	0.331286
14	epssanitas.com	0.282805
15	carroya.com	0.242405
16	ut.edu.co	0.242405
17	generali.com.co	0.242405
18	davivienda.com	0.218164
19	tuseguro.com	0.185844
20	bnamericas.com	0.177763
21	fomag.gov.co	0.177763
22	axa-assistance.com.co	0.177763
23	autocompara.com	0.177763
24	acierto.com	0.177763
25	bancosantander.es	0.177763
26	ins.edu.co	0.177763
27	wikipedia.org	0.177763
28	arpem.com	0.161603
29	colfondos.com.co	0.145443
30	comparaonline.com.co	0.145443
31	tarifas.info	0.129282
32	finanzaspersonales.co	0.129282
33	gerencie.com	0.105042
34	institutoasegurador.com.ar	0.105042
35	mapfre.com.hn	0.105042
36	metrocuadrado.com	0.064641
37	nomasfilas.gov.co	0.064641

Domain	Visibility ▼
38 semana.com	0.02424
39 uniandes.edu.co	0.02424
40 eafit.edu.co	0
41 juridicas.com	0
42 segurosmercantil.com	0
43 assistcard.com	0
44 losolivos.co	0
45 amda-imic.com	0
46 segurodetransporte.mx	0
47 ist.cl	0
48 mercantilsf.com	0
49 superfinanciera.gov.co	0
50 colpatria.com	0